OK

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TO: Lisa Guglielmone **DATE:** October 28, 1988

FROM: Liz Weisser

SUBJECT: Alpine - Direct Mail Program

Prior to the national re-introduction of Alpine at "generic prices," the Brand group would like to communicate its repositioning to all "old" Alpine smokers in the database.

Ed Chapman had previously indicated that there are approximately 2,000 Alpine smokers in the database. Would you please confirm this count and provide a profile of these smokers.

The mailing is currently scheduled for early December; the national re-introduction will be January 1st.

cc: I. Bick
A. Goldfarb
B. Mora

LW/jr

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Source: https://www.industrydocuments.ucsf.edu/docs/fzvk0004